

Kentucky Occupational Skill Standards List

2002 Retail Services

AA		UNDERSTAND AND UTILIZE INFORMATION TECHNOLOGY TOOLS TO MANAGE AND PERFORM WORK RESPONSIBILITIES
AA	001	Demonstrate word-processing skills
AA	002	Demonstrate presentation software skills
AA	003	Demonstrate database skills
AA	004	Demonstrate spreadsheet skills
AA	005	Demonstrate the use of the Internet as a research tool
AB		APPLY CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
AB	002	Use proper grammar and vocabulary in oral and written communications
AB	003	Explain the nature of effective verbal/nonverbal communications
AB	004	Understand the importance of persuading others
AB	005	Make oral presentations in a business setting
AB	009	Write inquiries (e.g., business letters, memos)
AB	011	Prepare written reports such as proposals, promotional plans or business plans
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones)
AC		UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING
AC	001	Distinguish between economic goods and services
AC	002	Explain the concepts of economic resources (e.g., land, labor, capital, and entrepreneurship)
AC	003	Describe the concepts of economics and economic activities
AC	004	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC	005	Explain the principles of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC	008	Determine the role (e.g., regulator, provider of services, competitor, and supporter) of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors (e.g., economics, human, nature) effecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
AD		APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH
AD	001	Complete a job application
AD	002	Demonstrate interview skills
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application and/or cover letter
AD	005	Prepare an employment portfolio including resume, letters of reference, and examples of work
AE		APPLY MATH SKILLS NEEDED IN A BUSINESS ENVIRONMENT
AE	001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)
AE	002	Demonstrate math skills used in sales transactions (e.g., sales tax, extensions, exchanges)
EA		UNDERSTAND THE TECHNIQUES, STRATEGIES, AND SYSTEMS USED TO FOSTER SELF-UNDERSTANDING AND ENHANCE RELATIONSHIPS WITH OTHERS
EA	001	Apply effective listening skills
EA	002	Address people properly

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EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Demonstrate ethical work habits
EA	006	Treat others fairly at work
EA	007	Develop cultural sensitivity
EA	008	Foster positive working relationships
EA	009	Implement team working techniques to accomplish goals
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate critical thinking and problem-solving skills
EB		APPLY CONCEPTS, TOOLS AND STRATEGIES USED TO EXPLORE, OBTAIN AND DEVELOP A MARKETING CAREER
EB	001	Identify desirable personality traits important to business
EB	002	Demonstrate appropriate workplace appearance
EB	003	Demonstrate a positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Identify techniques for eliminating biases and stereotypes
EB	008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)
EB	009	Follow workplace policy/ guidelines
EB	010	Demonstrate initiative regarding job responsibilities
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback(e.g., constructive criticism, evaluations) for personal growth
EB	016	Adapt to change in the workplace
EB	017	Demonstrate appropriate decision making skills
EB	018	Utilize goal setting techniques
EB	019	Describe appropriate time management techniques and their application in the workplace
EB	020	Analyze employer expectations in the business environment
EB	021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)
EB	022	Identify sources of career information
EB	023	Identify occupational interests as it related to an individual's values, aptitude and abilities
EB	024	Identify employment opportunities in retail
EB	025	Utilize job-search strategies
EB	026	Explain the need for ongoing education as an employee
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)
EB	028	Explain possible advancement opportunities in the workplace
EB	029	Identify skills needed to enhance career advancement
EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking techniques to identify employment opportunities
OA		INITIATE CUSTOMER CONTACT
OA	001	Determine customer needs by listening and asking questions
OA	002	Make shopping experience enjoyable for customer

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OA	003	Give customer appropriate greeting
OA	004	Direct customer to additional services such as special orders, online services, and customer service centers
OA	005	Refer customer to another department/store
OB		BUILD CUSTOMER SERVICE RELATIONS
OB	001	Follow through on commitments made to customers
OB	002	Respond to personal needs of customers
OB	003	Honor manufacturers' warranties/guarantees
OB	004	Adhere to company return policy
OB	005	Handle customer complaints
OB	006	Balance responsive phone service with in-store service
OB	007	Obtain and Maintain customer information
OB	008	Identify customer follow-up techniques
OB	009	Identify the purpose of using personalized business cards
OB	010	Explain the purpose of special orders
OC		DETERMINE CUSTOMER NEEDS
OC	001	Listen and ask open-ended questions
OC	002	Acquire and apply product knowledge
OC	004	Handle customer objections (e.g., boomerang, superior point, demonstration)
OC	005	Identify appropriate product to meet customer's needs and wants
OD		APPLY TECHNIQUES USED TO INCREASE SALES
OD	001	Provide quality customer service
OD	003	Identify the impact of advertising & promotions on sales
OD	005	Handle customer returns; transform into new sales
OD	006	Initiate/create special promotions
OD	007	Convert phone calls into sales
OD	008	Encourage customer to open credit accounts and purchase gift certificates
OE		APPLY TECHNIQUES TO CLOSE THE SALE
OE	001	Assist customer in making purchase decision
OE	002	Handle transactions and related paperwork
OE	003	Inform customer of return/exchange policy
OE	004	Open, maintain, and close cash register
OE	005	Package merchandise properly
OE	006	Assure that shipping/mailings/deliveries are handled properly
OF		DEMONSTRATE APPROPRIATE STOCKHANDLING AND INVENTORY CONTROL
OF	001	Check in merchandise against paperwork
OF	002	Assure accurate pricing on merchandise
OF	003	Review stock and re-stock as appropriate
OF	004	Locate merchandise through inventory system
OF	005	Participate in periodic inventory process (i.e., physical or perpetual)
OG		DEMONSTRATE APPROPRIATE INVENTORY MANAGEMENT
OG	001	Prepare returned merchandise for resale
OG	002	Return inventory to manufacturer/vendor
OG	003	Initiate and/or respond to requests for merchandise transfer
OG	004	Identify damaged items and handle appropriately
OH		MAINTAIN STOCK, SELLING, AND CUSTOMER SERVICE AREA
OH	001	Organize and maintain stock and supplies

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OH	002	Organize stockroom and storage areas
OH	003	Clean selling and customer services areas
OH	004	Report need for repairs or replacement
OI		MAINTAIN PRODUCT PRESENTATION AND DISPLAYS
OI	001	Organize and display merchandise effectively
OI	002	Relay feedback from customers on the effectiveness of displays
OI	003	Maintain displays following company display guidelines
OI	004	Apply proper techniques when dismantling displays
OJ		IDENTIFY AND PREVENT LOSS
OJ	001	Alert customer to your presence/availability
OJ	002	Attach and remove security devices
OJ	003	Account for items after customer use of dressing rooms
OJ	004	Report stock shrinkages
OJ	005	Report security violations (e.g., shoplifting, pilferage, fraud)
OJ	007	Alert sales associates to suspicious customers
OK		FOLLOW SAFETY PROCEDURES
OK	001	Identify and report safety problems in the department/store
OK	002	Follow safety and emergency procedures
OK	003	Maintain accurate safety/accident records
OL		SUPPORT CO-WORKERS
OL	001	Share ideas and information about selling, marketing, products, customers, feedback and loss control
OL	002	Attend store meetings and major events
OL	003	Assist/turnover sale to co-worker to better serve customer and company
OL	004	Assist with training and orientation of new employees
OL	005	Work out schedule conflicts with co-workers
OM		CREATE COMPETATIVE ADVANTAGE
OM	001	Research the competition (products, prices, and services)